

**Sponsorship
opportunity**

FAMILY

MARKET 2019 NIGHT

FRI 25TH OCTOBER



FUN • FOOD • PRIZES

HILLCREST CHRISTIAN COLLEGE - 500 SOLDIERS RD CLYDE NTH
DOORS OPEN 5:00 UNTIL 8:00PM | FREE ENTRY



OPPORT

The Hillcrest Christian College Family Market Night runs annually...

...in the College's Multi-Purpose Centre and is a great night for the whole community. The evening caters for everyone's taste, with activities such as performances by the College music groups, a petting zoo, sumo wrestling, sporting activities, face painting, a jumping castle (to name but a few), as well as a huge variety of stall holders to warm any shopper's heart.

This is a wonderful opportunity for the community to come together in a family friendly environment whilst supporting their local school. Our first and foremost goal is to provide a fun night for the whole community, and secondly as our major school fundraiser.

A significant portion of profits raised will be donated towards the College's new playground facilities. Every dollar raised has a very real and lasting benefit.

Making the Family Market Night successful takes a lot of hard work and commitment, and a lot of financial support from sponsors in the community. We greatly appreciate contributions of all sizes as they all make a difference.



TUNITY

With that in mind we have different sponsorship packages available, enabling us to target benefits most suited to the sponsorship value. We want your contributions (of all sizes) to be recognised and rewarded throughout the community.

The table on the following page outlines the different sponsorship opportunities. Please feel free to contact us as to how you might be able to partner with us. We're also more than happy to discuss alternatives, to ensure sponsorship is a positive experience for everyone.

Sponsorship Value = likely value to the school in cash + goods + services

- Listed benefits are a guide only and actual benefits may vary (e.g. as available advertising space is confirmed)
- Specific goods/services could be sponsored, e.g. Sumo Wrestling, Jumping Castles etc.



SPONSORSHIP INVESTMENT



2.5K



1.5K

Platinum

(x1 Platinum available at \$2,500)

A number of advertising opportunities are exclusive to Platinum and in all advertising they are the most prominent.

- your logo on all Family Market Night Flyers
- your logo on the Family Market Night Billboards
- very prominent Advertising – School / Family Market Night Website and at the Family Market Night
- mentioned by name multiple times during the evening

Gold

(x2 Gold available at \$1,500)

- your logo on all Family Market Night Flyers
- advertising: School / Family Market Night Website and at the Family Market Night
- mentioned by name during the evening



750

Silver

(x5 Silver available at \$750)

- silver sponsors will have prominent listings in Family Market Night advertising.
- in some cases only Silver and above sponsors will be visible (e.g. where it is impractical to include all sponsors).



>500



<500

Bronze & Friends of the Family Market Night

(≥\$500 = Bronze / <\$500 = Friend of Family Market Night)

- sponsors contributing over \$500 value (to the College) will enjoy Bronze status, while those contributing less than \$500 value are our Friends of the Family Market Night.
- both enjoy great advertising opportunities and exposure to our school community but listings will be smaller and may not always include logos (depending on the total number of sponsors and available space – especially in printed media.)

HOW DO I BECOME A SPONSOR?

Sponsors can contribute in a number of ways, which will be taken into account when confirming your sponsorship level. The most common examples include:

- Cash Donations
- Goods / Services donated for Prizes / Auction / Sale
- Goods / Services donated for individual Stalls (e.g. hotdog rolls)
- Other Goods / Services (e.g. printing, marquees, performers)
- Sponsoring specific events (e.g. Jumping castles, Sumo Wrestling etc.).



We're ready and willing to help you find the best options to support us and promote your business at the same time.



PACKAGE SUMMARY	SPONSORSHIP TIER				
	PLATINUM	GOLD	SILVER	BRONZE	FFMN
	\$2,500	\$1,500	\$750	>\$500	<\$500
Billboards	✓				
Posters / Flyers	✓	✓			
Family Market Night booklet	✓	✓	✓	✓	✓
Signage & Stands/stalls on Night	✓	✓	✓		
Sponsors acknowledged during Night	✓	✓			
School & Family Market Night Web Pages Sponsors Web Page	✓	✓	✓	✓	✓
Family Market Night Web Page Home Page – Fixed Advertisement / Prime position	✓				
Family Market Night Web Page Home Page – Medium Scrolling Advertisement or similar		✓	✓		



“MY BUSINESS BENEFITS”





MARKETING

Billboards

We will have billboards throughout the community in as many locations as possible. The Platinum Sponsor will be listed with an appropriate logo on all boards.

Posters & Flyers

We will distribute 20,000 flyers and a number of posters. Platinum and Gold sponsors will be listed with small logos/slogans wherever possible.

Family Market Night Booklet

Advertising for sponsors is included in the Family Market Night booklet which is distributed on the night. Sponsors are allocated space based on their sponsorship level, which is likely to be similar to the following (TBC when the booklet structure is finalised):

- Platinum – Full Page
- Gold – Half Page
- Silver – All included on a single page
- Bronze & Friend of Family Market Night – listed on “All Sponsors” Pages

Signage Stall & Stands on the Night

Specific advertising and stands on the evening will be developed as event planning is finalised. The following are guidelines of our intentions, however specific options may vary as planning progresses.

- Platinum & Gold - prominent positions & thanked by name at appropriate times and high visibility, options for stands and signage and stall, manned or unmanned with merchandise or advertising material (table of 180 x 60)
- Silver sponsors - high visibility, options for stands and signage and stall, manned or unmanned with merchandise or advertising material (table of 180 x 60)
- Bronze sponsors - may have opportunities for signage stands and stall but will be limited based on available space

Silent Auction*

A Silent Auction will be held on the night. Donating items could be a great way of getting exposure for your goods/services. *TBC

Website

Our College website will include a Sponsors page, which will showcase all our sponsors with a focus on Major sponsors. The website page will include your logo and a link to your website – sponsor listings will be maintained throughout 2019.

- <https://www.hillcrest.vic.edu.au/community/special-events/market-night-sponsors>

The Family Market Night website page will also include additional advertising for major sponsors and links back to our College website Sponsors page.

- <http://www.hillcrest.vic.edu.au/community/special-events>

This is likely to include:

- Family Market Night Page - Dedicated space for Platinum advertisement
- Family Market Night Page - A single advertising space scrolling through Gold & Silver (greater focus for Gold)
- Sponsors Page - All sponsors listed with size / focus determined by sponsorship level



"Now, more than three decades later, many things have changed, much growth has been seen in the College community and what was a small country school with a big vision has become an educational precinct with many more resources, programs, students and families, but still with the same core values at heart."

Hillcrest Christian College began its journey at Nyora in 1981. The College started with a deep sense of the importance of nurturing young men and women who are well rounded – spiritually, academically and socially.

The emphasis back in those days was enabling students to think clearly about their futures and the positive impact they could have on their community around them.

CONTACT US

Community Development Officer
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www.hillcrest.vic.edu.au/community/special-events

CONTACT

